

**AMENDMENTS TO THE CLAIMS**

Claims 1-10 (Cancelled)

11. (Currently Amended) A gel composition for delivering an active substance to a nasal membrane, the composition comprising:

an active substance comprising about 0.185 wt % to about 2.8 wt % ionizable zinc salt; and

~~an agent to increase diffusion of the active substance through mucous in the nasal passage; and~~

about 75 wt % to about 99.8 wt % carrier, the carrier comprising an agent to increase diffusion of the active substance through mucous in the nasal passage, about 75 to about 99 wt % water and about 0.000001 % to about 5 wt% thickening agent selected from the group consisting of carrageenan, sugar, guar gum, hydroxycellulose, methylcellulose, hydroxyethylcellulose, and other carbohydrates.

12.-13. (Cancelled)

14. (Currently Amended) The gel composition of claim 11, wherein the carrier comprises purified water, glycerin, and the thickening agent.

15. (Cancelled)

16. (Currently Amended) The gel composition of claim 14, wherein the thickening agent comprises hydroxyethylcellulose.

17. (Currently Amended) The gel composition of claim 11, wherein the active substance comprises zinc gluconate.

18. (Currently Amended) The gel composition of claim 11, wherein the composition comprises less than about 1.5 wt % zinc gluconate.

19. (Currently Amended) The gel composition of claim 11, further comprising a permeation enhancer.

20.-21. (Cancelled)

22. (Currently Amended) A method of treating a cold ~~comprising~~ administering the gel composition of claim 11 to a nasal membrane.

23.-40. (Cancelled)

41. (Currently Amended) A system for applying a composition to a nasal membrane comprising an applicator and the gel composition according to claim 11.

42. (Cancelled)

43. (Currently Amended) The gel composition of claim 11, comprising about 0.9 to about 2.0 weight percent ionizable zinc salt.

44. (Currently Amended) The gel composition of claim 11, comprising about 0.000001 to about 5 wt% thickening agent.

45. (Currently Amended) The gel composition of claim 11, comprising about 0.1 to about 3 wt% thickening agent.

46. (Currently Amended) The gel composition of claim 11, comprising about 0.000001 to about 5 wt% glycerin.

47. (Currently Amended) The gel composition of claim 11, comprising about 4 to about 60 mM zinc ion.

48. (Currently Amended) The gel composition of claim 11, comprising about 20 to about 44 mM zinc ion.

49. (Currently Amended) The gel composition of claim 11, wherein the viscosity of the composition is between about 2,500 cp and about 40,000 cp.

50. (Currently Amended) The gel composition of claim 11, wherein the viscosity of the composition is between about 5,000 cp and about 20,000 cp.